



THE OBSERVATORY
on Borderless Higher Education

Entrepreneurial Networks: Adding Value, Affinity and Support

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May 27, 2011

Vancouver, British Columbia, Canada

Overview

- Understanding What Defines a “Network”
- Networks for Students-Staff-Faculty
- Identify Potential Boundaries = Cultural, Demographic, and Institutional
- Success Stories
- Conclusion

What is a “Network?”

Definition:

“ An association of individuals having a common interest, formed to provide mutual assistance, helpful information, or the like”

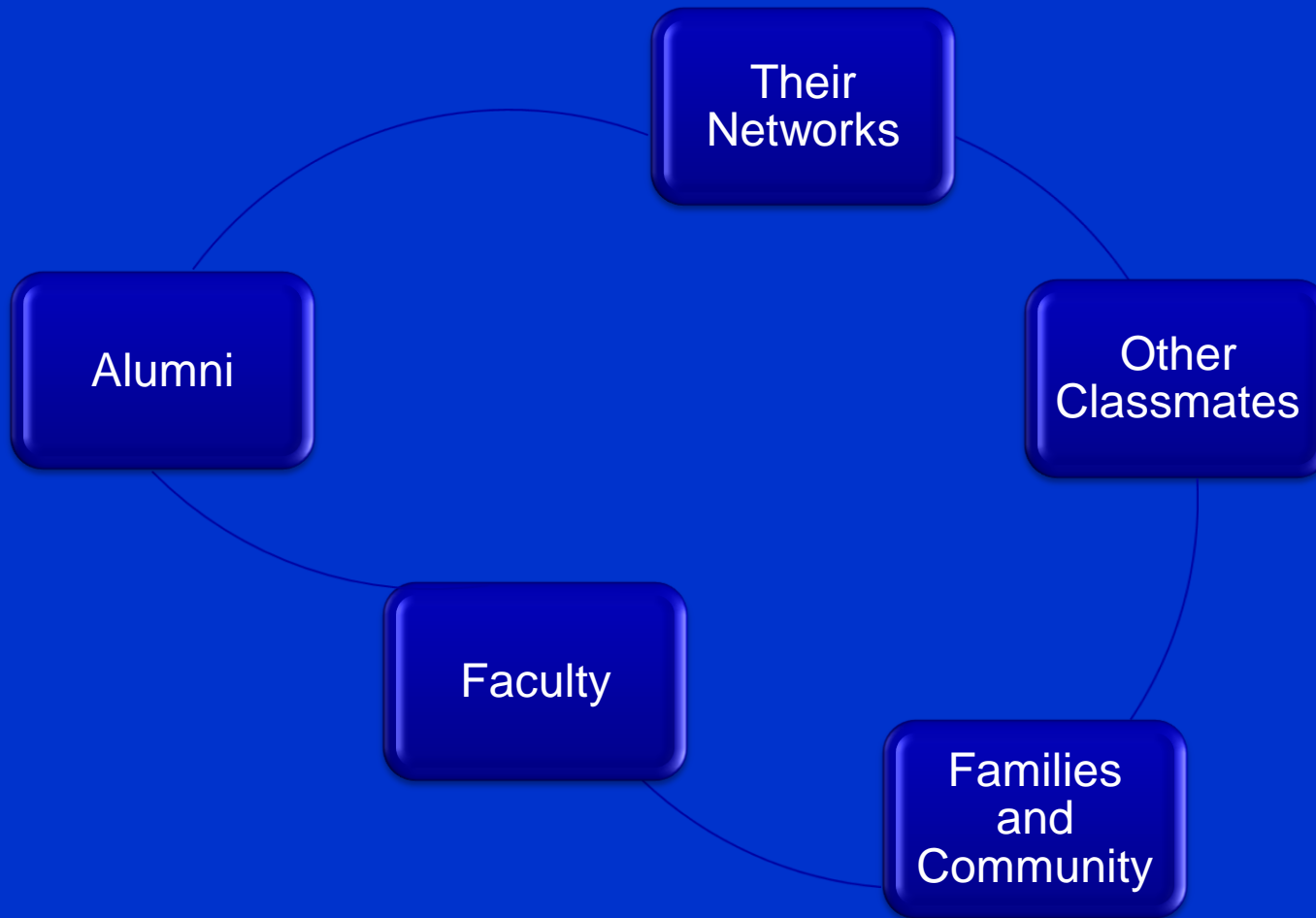
Example: a network of recent college graduates. (Source: dictionary.com)

What is a “Network?”

- Diverse
- Resourceful
- Exclusive
- Transactional
- Expertise
- Internal - or – External
- Domestic – or - International
- Lifelong, Lasting, **Valuable**.....



Networks for Students



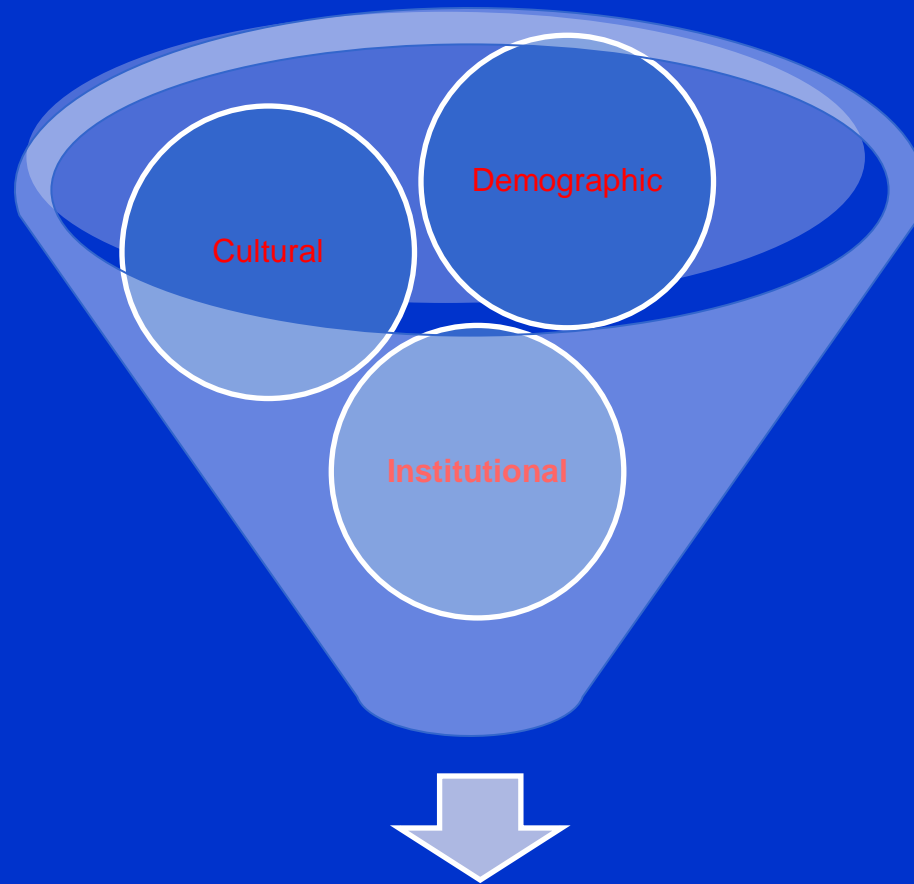
Networks for Staff



Networks for Faculty

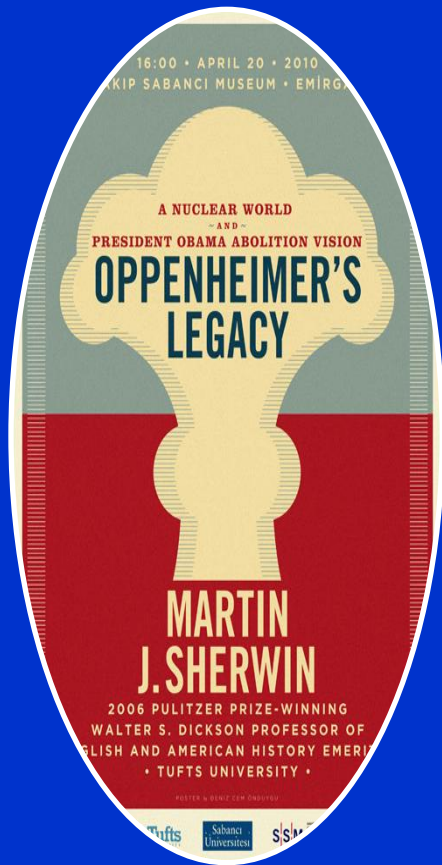


Does this Look Familiar?



Stagnation or Repetition....can't move beyond these barriers

Overcoming Boundaries....



Institutional

- Faculty Spotlight
- Academic Partnership
- Global branding via Alumni Programming

Cultural

- Hot topic
- Universal Appeal

Demographic

- Attracting Wide Audience
- Faculty Connecting with Students

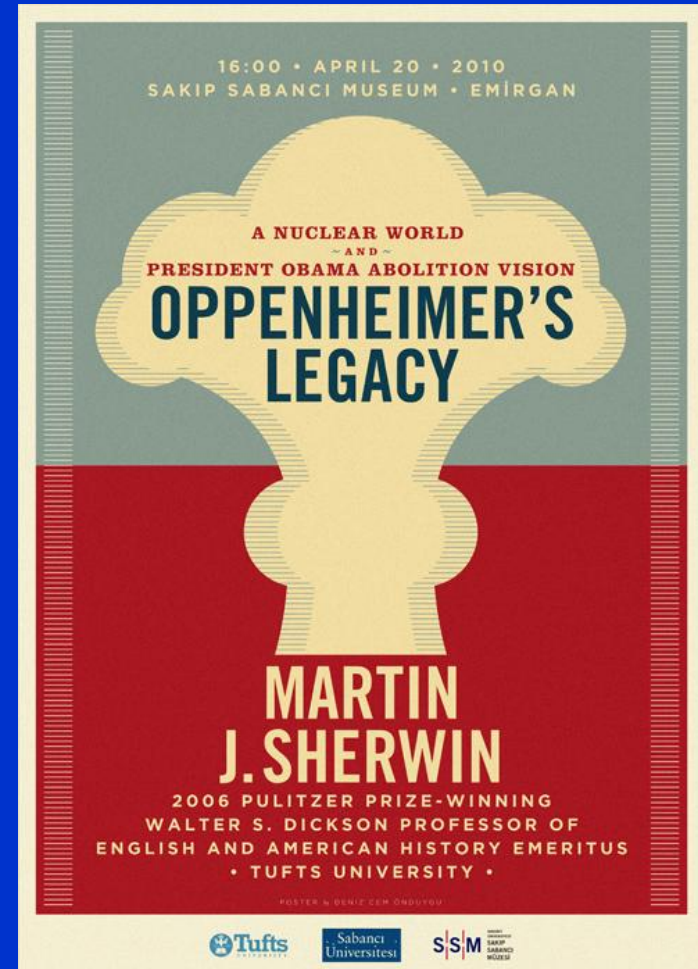
Success Stories: More Notes to Consider...

Think about Branding...

Take a **Big Idea**,
a **Big Name** and **Collaborate** with an
Invested Partner

Consider scale:

- Where do you have large #s of students, alumni and faculty abroad?
- Are these regions still strategic to your institution?
- For newer areas of opportunity, consider which partnerships to leverage: student, alumni, academic, community....or all!



Success Stories: International Speaker Series

Faculty Travel Survey (Q1, FY 09-10)

UCLAAnderson
alumni network

[Exit this survey](#)

Faculty Travel Survey (Q1, FY 09-10)

1. TRAVEL PLANS

The Offices of the Faculty Chair, the Dean, and Alumni Relations are working together to maximize the presence of our faculty members as you travel the world. This is a voluntary program in which we work with you to identify opportunities for you to connect with our alumni when you travel.

The Dean's office will award faculty participants \$500 - \$1000 to offset costs of travel (depending on travel location) when we successfully coordinate an alumni event. More details are available in two documents: (1) Faculty Alumni Outreach Policy and (2) Faculty Alumni Processing Procedures.

Thank you for taking a few moments to answer the 6 questions below.

*** 1. Contact Information:**

Name

Email Address

2. Major Academic Conferences

Please specify the names and dates (if known) of the major annual/recurring conferences for your area(s) of academic expertise:

Accounting

Decisions, Operations & Technology Management

Finance

Global Economics and Management

HR and Organizational Behavior

Information Systems

Interdisciplinary Group in Behavioral Decision Making

Marketing

Policy

Other (please specify)

3. Domestic Travel

Please enter dates for any known travel to the following domestic destinations:

[http://www.surveymonkey.com/s.aspx?sm=1GgfGKRKJMznJIZAFmng_3d_3d\(1of3\)\(8/3/20095:08:13PM\)](http://www.surveymonkey.com/s.aspx?sm=1GgfGKRKJMznJIZAFmng_3d_3d(1of3)(8/3/20095:08:13PM))

Build Efficiencies by Partnering
with Faculty – example:
UCLA's Travel Survey

TIPS

- Offer a Stipend
- Track Language Proficiency
- Track annual and/or regular travel to conferences and countries
- Promote faculty within institution
- End year with recognition program

Success Stories: Student and Alumni Programming

Focus on Alumni Career Services – **JOBS \$\$**

Example: Co-sponsor information sessions hosted by alumni for new expats or students studying or working abroad for short-term.

- Help ease what may be a stressful transition period.
- Opportunity for the alumni to learn from each other, especially about the cultural side.
- Expert facilitation – go beyond stories and information sharing -- what is shared has immediate relevance.

Example: International “Winternship” Week – Held between fall and spring terms or during a designated week, this week pairs undergraduate students with alumni hosts for 1-2 weeks of in-depth learning. Alumni chapters will host events during this time.

Success Stories: When Students, Faculty and Alumni Come Together

Other Examples to Consider:

Holidays in the “other country” – Enjoying new traditions or celebrating home traditions with others while abroad; involving parents in programming and planning

Promoting the Global Learning Environment on and off Campus – Study-Abroad students sharing their experiences with other students through academic seminars (in conjunction with faculty), residence hall programs, general information sessions, and with local alumni groups

Success Stories: International Alumni Reunions

Create an experience for alumni to interact with each other and faculty from study abroad campuses

- **Involve faculty** from the prominent programs
- **Invite ALL alumni** to gather at international destination
- Create opportunity for **academic and/or service-learning** programming as well as social time
- Incorporate optional **training in admissions process**
- **Keep costs down** (secure sponsors – internal and external!)
- **Publicize in advance** and across many channels
- **Market the experience** as a value-added time

Soon to be a Success Story...

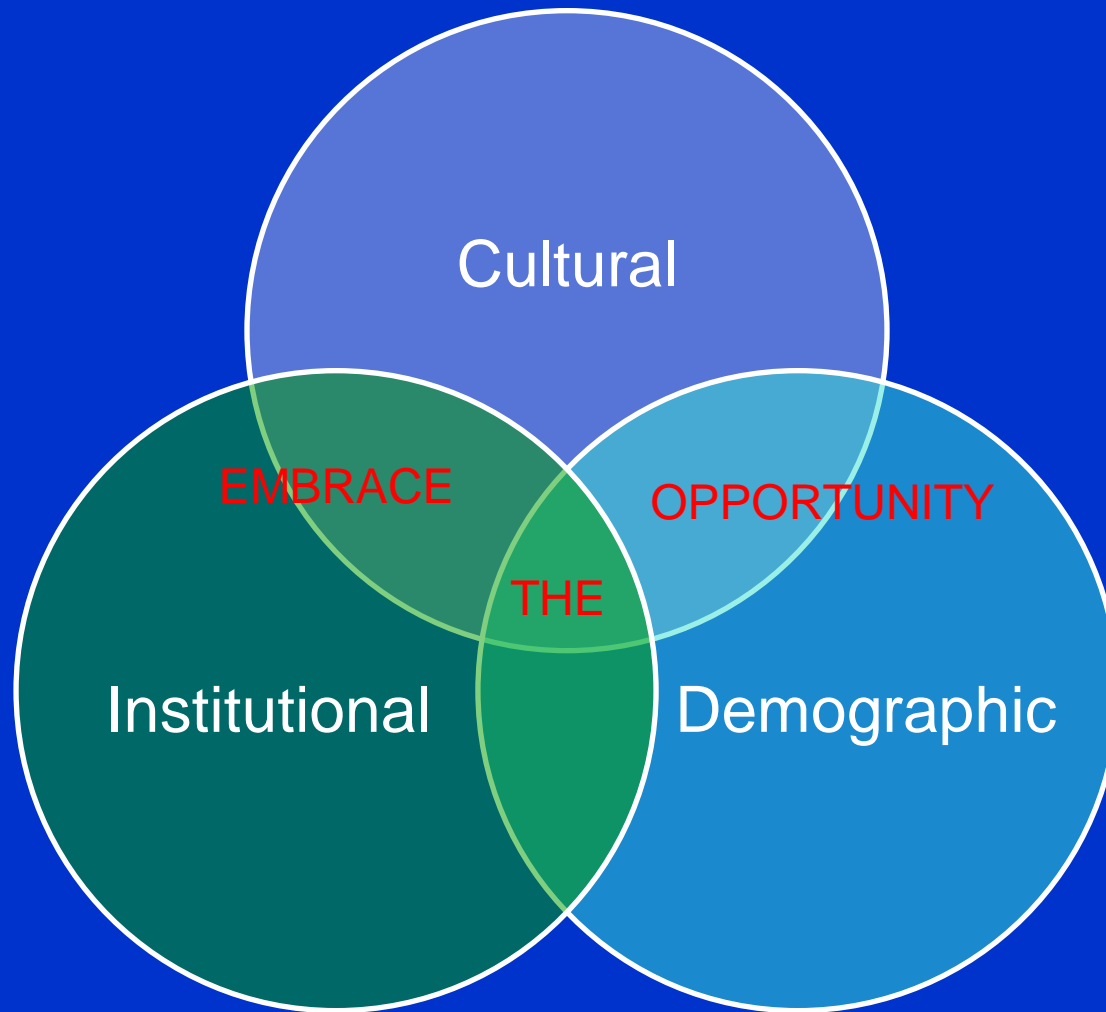
Global Alumni Assistance Fund

Alumni Assistance Fund for global projects.

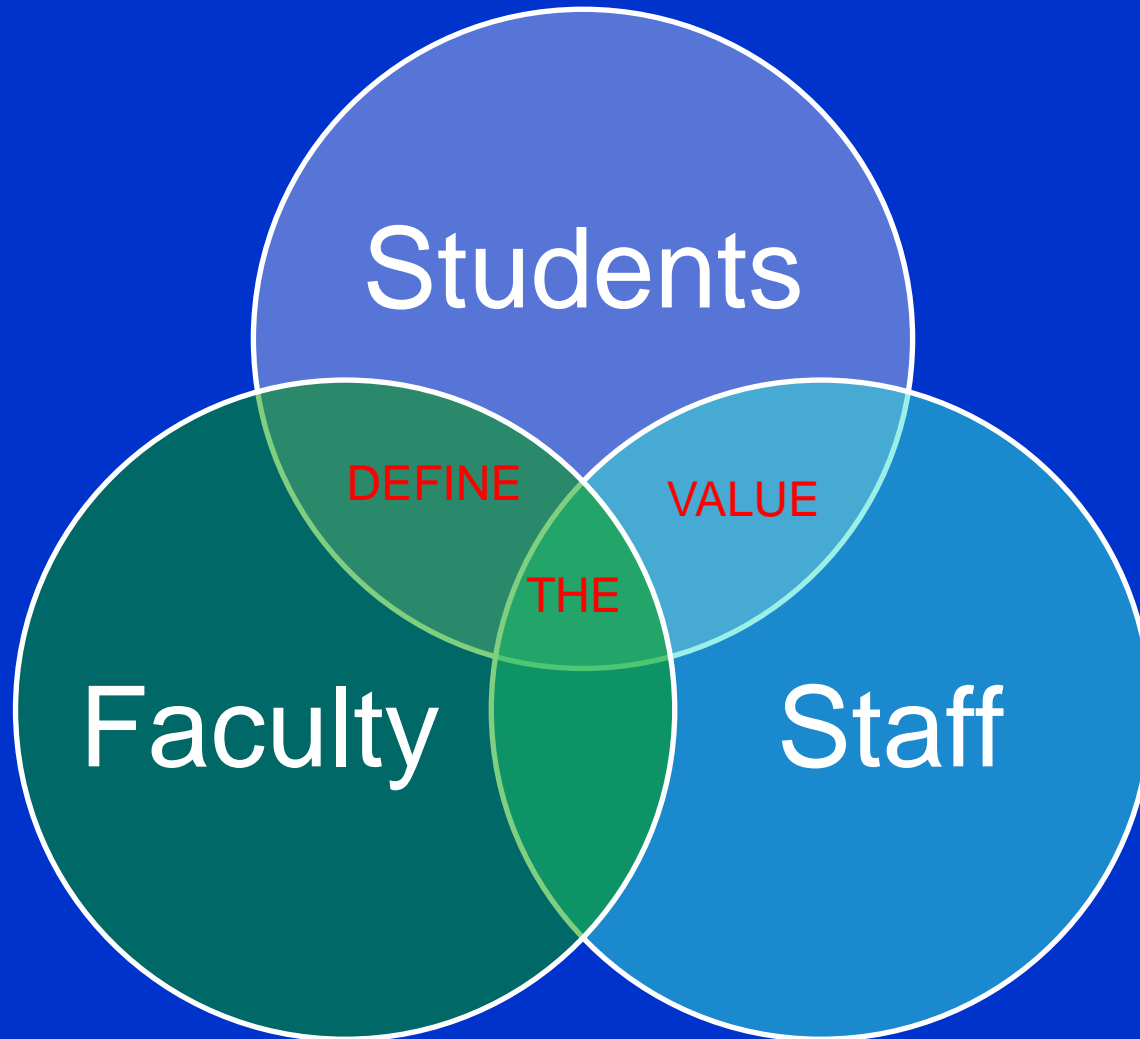
Development staffs can fundraise for short-term grants which afford alumni applicants the opportunity to fulfill service projects abroad, living stipends to teach in another country, and even start-up funds to develop partnerships between alumni and students studying in their country.

Example: Business school students can spend a semester abroad working with an alumnus on an international business plan.

Be Proactive and Be Strategic...



Focus on Outcomes and Experiences!
Promote Added Value = Build Affinity and
Support



Thank You & Good Luck!

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